

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Smart Media Group LLC
Attention: Danny Neckel
814 King Street
Suite 400
Alexandria, VA 22314

<u>Contract / Revision</u> 559343 /		<u>Alt Order #</u> 07888250
<u>Product</u> ALLEN/SEN/R		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u> //C16C22
<u>Advertiser</u> Allen/R/Senate		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EDC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 1046	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/16/12	10/21/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$210.00			
2	3	10/22/12	10/22/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$210.00			
3	3	10/16/12	10/21/12	CBS Daytime	1228-3pm		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$210.00			
4	3	10/22/12	10/22/12	CBS Daytime	1228-3pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$210.00			
5	3	10/21/12	10/21/12	Face the Nation	1030-11am		:30			NM	0	\$0.00
6	3	10/16/12	10/21/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$140.00			
7	3	10/22/12	10/22/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$140.00			
8	3	10/16/12	10/21/12	Newschannel 3 News	6-7am		:30			NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-1---				2	\$220.00			
9	3	10/22/12	10/22/12	Newschannel 3 News	6-7am		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$220.00			
10	3	10/20/12	10/20/12	Early Show Saturday	9-11am		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$70.00			
11	3	10/21/12	10/21/12	CBS Sunday Morning	9-1030am		:30			NM	0	\$0.00
12	3	10/16/12	10/21/12	Newschannel 3 News	5-530pm		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$210.00			

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559343 /	07888250

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	ALLEN/SEN/R	//C16C22

Advertiser	Original Date / Revision
Allen/R/Senata	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
13	3	10/22/12	10/22/12	Newschannel 3 News	5-530pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$210.00			
14	3	10/16/12	10/21/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$310.00			
15	3	10/22/12	10/22/12	Newschannel 3 News	6-630pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$310.00			
18	3	10/16/12	10/21/12	Late Night with David Letterman	1135pm-1235am		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$165.00			
17	3	10/22/12	10/22/12	Late Night with David Letterman	1135pm-1235am		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$165.00			
18	3	10/20/12	10/20/12	Redskins Dvernight	1135-1235xm		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$35.00			
19	3	10/21/12	10/21/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$105.00			
20	3	10/16/12	10/21/12	Late News (M-F)	11-1135p		:30			NM	4	\$1,580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$395.00			
21	3	10/22/12	10/22/12	Late News (M-F)	11-1135p		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$395.00			
22	3	10/16/12	10/21/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----11				2	\$295.00			
D 23	3	10/22/12	10/22/12	Monday Prime	10-11pm		:30			NM	0	\$0.00
D 24	3	10/16/12	10/16/12	NCIS	8-9pm		:30			NM	0	\$0.00
D 25	3	10/16/12	10/16/12	Tuesday Prime	9-10pm		:30			NM	0	\$0.00
26	3	10/18/12	10/18/12	Thursday Prime	9-10pm		:30			NM	1	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,540.00			
27	3	10/22/12	10/22/12	President/VP Debate	9p-11p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$2,500.00			
28	3	10/16/12	10/19/12	Newschannel 3 News	530-6pm		:30			NM	1	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$1,130.00			
29	3	10/16/12	10/19/12	NewsChannel 3 News	5-6am		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$165.00			
30	3	10/21/12	10/21/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$470.00			
31	3	10/21/12	10/21/12	Sunday Prime	9-10pm		:30			NM	1	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,120.00			
N 32	3	10/20/12	10/20/12	Saturday Prime	9-10pm		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$295.00			
N 33	3	10/20/12	10/20/12	Saturday Prime	8-9pm		:30			NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$290.00			
N 34	3	10/16/12	10/19/12	NewsChe 3 News First @ 4p	358-5pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$310.00			
Totals											52	\$17,480.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	52	\$17,480.00	\$14,858.00
Totals	52	\$17,480.00	\$14,858.00

Signature: _____ Date: _____

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